

to provide an apparatus and method for selling a ticket or tickets to an event or venue which can process a request for a ticket option(s) in conjunction with available ticket option(s).

It is another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can generate a ticket availability notification message which can contain information regarding an available ticket or tickets.

It is still another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can transmit a ticket availability notification message to an individual desirous of obtaining a ticket(s) or a ticket option(s).

It is yet another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can generate a ticket buyer availability message and/or transmit same to a ticket holder.

It is another object of the present invention to

provide an apparatus and method for selling a ticket or tickets to an event or venue which can provide notification of the availability of a buyer for a ticket or tickets.

It is still another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can process any request to purchase a ticket or tickets.

It is yet another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can consummate a transaction involving a ticket or tickets.

It is another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can effectuate payment to a ticket holder, payment from an individual, and/or payment to a third party facilitator or a ticket issuer.

It is still another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can provide a ticket and/or ticket information in hard copy form.

It is yet another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can provide a ticket and/or ticket information in electronic form.

It is another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can be utilized in order to purchase a ticket or tickets for an event and/or in order to upgrade a ticket or tickets during an event.

It is still another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can be utilized in order to price and/or define terms of a ticket option.

It is yet another object of the present invention to provide an apparatus and method for selling a ticket or tickets to an event or venue which can monitor, record, and/or store, data and/or information regarding transactions, sales, re-sales, and/or purchases, of tickets and/or ticket options.